



## Connection

Newsletter - Vol. 4 No. 2

### In This Issue

#### PRESIDENT'S MESSAGE

Communication and Quality for Success

#### Mouth Guards: Explained

Facts About **Veneers**  
Your Patients Should Know

#### Navigate Social Media Correctly

What is New at Orthodont

[www.orthodont.ca](http://www.orthodont.ca)  
[info@orthodont.ca](mailto:info@orthodont.ca)

# Communication and Quality for Success



PRESIDENT'S MESSAGE

At Orthodont we are aware that the business we gain from our customers is the lifeblood that keeps our business alive. After all, it stands to reason that the more offices we work with the more our employees will have to do and the more profitable the business will be. We also realize how important it is to keep those relationships with our customers as mutually beneficial as possible.

To maintain a strong relationship, we put quality first. It has been said time and time again, but unless we can offer our customers a quality product every time, it is likely that they will soon look for support elsewhere. Quality to us is more important than other aspects, as an inferior product will lead to unhappy patients, remakes and a loss of confidence from our clients. As such, we always think of ways to improve the workmanship of the units we fabricate.

Because the pace of life has quickened considerably patients and professionals alike are now expecting immediate, high quality results. As a laboratory we are constantly adjusting our policies and procedures to reflect this.

Much like every relationship in life, communication between the customer and technician is paramount to ensure that collaboration is successful.

While working on your cases it is important to maintain open communication channels so that the results can be as good as possible. One seamless way to introduce a detailed level of communication is with the use of intraoral scanners. This innovative technology sends digital impressions in an open STL file format allowing technicians to design restorations with the software of their choice. As files can be updated digitally, this means that both parties can be on the same page instantly throughout the treatment process.

As we cope with the second wave of the Coronavirus we maintain our focus on providing outstanding quality while observing safety precautions within our laboratory right through to the delivery of each case to your office. With open communication and a willingness to succeed, our professional relationship with our customers can remain strong as we steam ahead into a new future.

Bill Van Evans  
President

# Mouth Guards: Explained

**M**outhguards are coverings used over the teeth to protect your teeth and soft tissues of the mouth from sports injury. There are several types of mouthguards available.



Stock mouthguards are preformed, usually bought in sport shops. They are worn on the maxillary arch and designed for use without any modification, they must be held in place in place by clenching the teeth together to provide a protective benefit. They cannot be prepared to mimic the mouth, they fit poorly and they are bulky. Clenching a stock mouthguard in place can also interfere with breathing and speaking. For these reasons stock guards are considered less protective in nature than the other forms of mouthguard, especially the custom made one.

Boil and bite mouthguards are made from thermoplastic material, boil-and-bite mouthguards can be customized to the user's teeth. This is done by placing the guard into boiling water until it softens and the placing it over the maxillary teeth and biting down. These mouthguards tend to be thinner than custom made mouthguards. Care must be taken that they are not bitten through. While boil-and-bite mouthguards are relatively inexpensive and might be favored by those playing sports, such guards do not tend to fit effectively and therefore often fall out or are taken out by the user due to discomfort. This greatly reduces the protection they afford.

In keeping with the Academy for Sports Dentistry recommendations, the best mouthguards are custom made, prescribed and fitted by dentists and made by a qualified dental professional.

The customization makes them more comfortable and harder to accidentally dislodge while play sports. Also, different mouthguards are made for different sports activity depending on the level of protection required.

In the next issue of Connection we will take a look at nightguards, splints and orthotics. For more information on how to integrate Sports Dentistry into your practice call Bill Van Evans at Orthodont at 800-267-8463.

# Facts About Veneers Your Patients Should Know

**V**eneers are a popular cosmetic dental treatment available today. They disguise imperfections, conceal chips and cracks, and cover discoloration. At Orthodont, we provide two types of veneers: Feldspathic and Layered Emax Veneers.

Both types of veneers are highly effective and can help improve your patients' smiles. Here are some facts you need to mention to the patients before they choose this treatment modality before they opt for this type of treatment.

## Veneers are Permanent

Veneers are permanent. They can last for between 5 to 10 years and need to be replaced periodically. Once a patient chooses veneers, they cannot go without them because the dentist have had to remove some of the dental matter from the front of their teeth to make room for the veneers.



## Veneers and the Impact on Your Lifestyle

Veneers are thin and almost unnoticeable. Patients will experience a small adjustment period at first before becoming accustomed to the veneers. They will have minimal impact on the patient's lifestyle after that. Patients don't need to worry about restricting their diet or activities as long as they maintain good dental hygiene and follow the guidelines provided by their dentist. Patients should be able to continue with their activities and lifestyle.

# Navigate Social Media Correctly



There are many benefits to using social media as it enables you to communicate with other dental professionals, share up-to-date healthcare information, with colleagues and enables you to provide social media users with information about your practice.

Social media can be a powerful professional tool, but it is important to limit your exposure to the associated risks.

It is important to be aware of the implications of social media and it is important to remember the following:

## 1. Stay professional

Your posts and comments may be seen by people you do not know, potentially taken out of context, or misinterpreted. This may lead to the reader considering you to be unprofessional and they could consider taking further action. It may be tempting to use social media to let off steam about something that happened at work, or remark on general affairs in a tongue-in-cheek fashion but you can never be sure that others will share your opinions.

## 2. Carefully consider which friend requests you accept

You need to maintain appropriate boundaries in the relationships you have [both online and off] with patients and other members of the dental team' if a patient contacts you

about their care or other professional matters via our private profile.

## 3. Uphold patient confidentiality

The rules of confidentiality apply as much when posting online as they do to when you are chatting to a friend or family member.

You must be careful not to share identifiable information about patients, without their explicit consent. When obtaining consent you should specify to the patient how exactly the information you propose to share will be used for what purpose and, here it will be available.

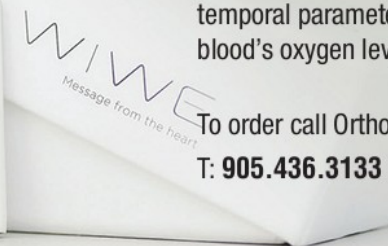
When something is shared on social media, it may be seen by the patient, their family, friends but also by your colleagues, regulatory bodies and the national media. This is still the case even if you post on a 'closed' forum. Before posting, consider whether there may be a potential breach of confidentiality.

## 4. Keep information secure

Highly personal information may be accessible on social media profiles for others to view without the owner being aware. You may believe that your profiles are secure but security settings may change or require updates. Consequently, it is worth regular reviewing the privacy settings for each of your social media profiles.

## SPECIAL OFFER FROM ORTHODENT ON WIWE

Regular price \$500  
NOW ON SPECIAL FOR \$400.



WIWE is a cardiac diagnostic device whose measurement results are displayed by an application running on mobile phones. The WIWE device is meant to record, store and share one-lead ECG measurements, but also measures further parameters, including average heart rate, three temporal parameters of heart rate variability and the blood's oxygen level.

To order call Orthodont at:  
T: 905.436.3133 / TF: 800.267.8463



311 Viola Street, Oshawa, ON L1H 3A7  
T: 905 436-3133 / TF: 800 267-8463 / F: 905 723-2331  
info@orthodont.ca / www.orthodont.ca